

Research Article

# The Influence of Brand Image and Promotion on Consumer Purchase Decisions of Somethinc Products through the TikTok Shop Application

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## ABSTRACT

This study investigates the influence of brand image and promotion on consumer purchasing decisions for Somethinc skincare products through the TikTok Shop platform. Using a quantitative associative approach, data were collected through questionnaires from 100 respondents who met specific criteria. The analysis employed multiple linear regression, partial (t-test), and simultaneous (F-test) hypothesis testing, supported by classical assumption tests. The findings reveal that both brand image and promotion significantly influence purchasing decisions, with a regression model of  $Y = 1.413 + 0.370X_1 + 0.314X_2$ . The coefficient of determination ( $R^2$ ) value of 0.453 indicates that 45.3% of the purchasing decision variation is explained by the independent variables, while the remaining 54.7% is influenced by other factors. The t-test results show that brand image and promotion each have a positive and significant impact. These results suggest that a strong brand identity, supported by effective and adaptive promotional strategies via TikTok, is crucial in shaping consumer behavior. The study recommends that brands maintain a consistent image and continue leveraging social media platforms to engage young digital consumers. Future research is encouraged to include additional variables and explore other e-commerce platforms.

**Keywords:** Brand Image, Promotion, Purchase Decision

## 1. INTRODUCTION

E-commerce refers to the process of buying and selling goods or services conducted through digital platforms or the internet. This concept involves transactions carried out online, either between individuals, businesses, or between companies and consumers. E-commerce has grown rapidly along with advancements in information and communication technology, which enable easier and faster access to global markets. From the perspective of Islamic law, e-commerce also has implications related to transaction ethics and adherence to Sharia principles such as fairness, transparency, and the prohibition of practices that may harm either party (Dermawan & Mulyanti, 2023). Since the early 2000s, the e-commerce sector in Indonesia has grown significantly, driven by the development of information technology infrastructure, the increased use of mobile devices, and the growing consumer trust in online transactions. This development has also been supported by various government initiatives aimed at creating a better digital ecosystem, such as digital payment policies and support for micro, small, and medium enterprises (MSMEs). Nevertheless, challenges such as logistics issues, transaction security, and the need for regulatory adjustments remain a concern in strengthening Indonesia's e-commerce ecosystem (Widagdo, 2016).

TikTok enjoys immense popularity, particularly among the younger generation. Nowadays, internet retailers use TikTok as a marketing tool to attract potential customers. According to We Are Social, by the end of 2023, there were more than 106.51 million TikTok users in Indonesia, making it the second-largest TikTok user base in the world. TikTok launched the TikTok Shop feature with the aim of allowing sellers and creators to reach a wider audience of potential buyers (Nabilah et al., 2023). Marketing through TikTok is now applied in various industries, including the beauty sector, due to its ability to create high engagement through visually appealing content. Beauty brands leverage this platform to share makeup tutorials, product reviews, skincare tips, and the latest beauty trends that can attract millions of users. Moreover, collaborations with beauty creators and influencers who have strong influence in their communities have become an effective strategy to increase consumer trust, build a positive brand image, and significantly boost sales growth.

Beauty products are increasingly popular among various demographics, ranging from skincare to makeup, with numerous brands emerging, including local ones. Observing this trend, the domestic beauty industry has also experienced rapid growth. Local brands continue to innovate by offering products that meet the needs of Indonesian women, from facial, skin, and hair care to cosmetics. The increasing quality of local products makes them more appealing, as they can deliver results comparable to international brands but at more affordable prices and with formulations tailored to local skin characteristics. In 2022, Somethinc ranked sixth among beauty brands with the highest sales value on Indonesia's e-commerce platforms due to strong sales performance throughout the year. However, in 2023, it dropped to seventh place,

possibly due to rising competition, shifts in consumer trends, or marketing strategy challenges. Even so, by 2024 Somethinc had managed to rebound and climb to fifth place, reflecting the success of various efforts such as improved product quality, more effective marketing campaigns, and broader market penetration, all of which have strengthened its position in the beauty industry. Somethinc has expanded its product distribution across various e-commerce platforms, traditional cosmetic stores, and modern outlets. All Somethinc products are available at nearby beauty stores in your city, through its official website, and official e-commerce platforms. Somethinc markets its products through various social media channels, with one of the largest platforms being TikTok, where it has more than three million followers. Technology is increasingly used in the business sector, especially in promotional media, to present information to customers in a more engaging and comprehensive way.

In the process of making purchasing decisions, consumers face various available product options. They are required to be decisive and have adequate knowledge to determine products that match their needs and preferences (Martianto et al., 2023; Yuliani & Suarmanayasa, 2021). This decision involves a series of stages, starting from need recognition, information search, evaluation of alternatives, to post-purchase behavior (Andriyani & Zulkaarnaen, 2017). Consumers must also balance personal desires with limited resources to make the right decisions (Arianty & Andira, 2021).

One of the key factors influencing consumer decision-making is brand image. Brand image is a set of associations embedded in the consumer's mind regarding a product or company (Rehansyah & Simatupang, 2023). It is a subjective concept formed by the consumer and their personal emotions (Benhardy et al., 2020). Brands with a positive image tend to build strong and consistent perceptions in the minds of consumers, thereby potentially increasing loyalty and influencing purchasing decisions (Sutra, 2021). In addition, brand image can provide emotional strength that differentiates a product from its competitors, especially when communicated effectively through various communication channels (Purnomo, 2024).

Furthermore, promotion is an important element in encouraging consumers to make purchases. Promotion not only provides information but also acts as persuasive communication that can influence consumer behavior (Tonda et al., 2024). Promotional activities create a relationship between producers and consumers that is not only transactional but also educational and emotional (Syafitri et al., 2024). Through promotion, consumers are convinced of a product's benefits and are motivated to make a purchase whether through incentives or brand awareness (Farizky et al., 2022).

Previous research conducted by Lestari & Muttaqin (2024) shows that sales promotions and brand image influence purchasing decisions. A study by Adiawaty et al. (2024) also indicates a significant positive effect between promotion and purchasing decisions among users of marketplace applications. However, the brand image variable did not have a significant positive partial effect on purchasing decisions. Based on the background and previous research described above, the researcher is interested in selecting the following title: "The Influence of Brand Image and Promotion on Consumer Purchase Decisions of Somethinc Products Through the TikTok Shop Application".

## 2. RESEARCH METHOD

### Type of Research

This research uses a quantitative approach with an associative type of research. Associative research aims to determine the relationship between two or more variables. Through this research, it is possible to build a theory that can explain, predict, and control a phenomenon (Siregar, 2017).

### Data Collection Techniques

The data collection technique in this study consists of primary and secondary data. According to Siregar (2017), primary data is data collected directly by the researcher from the first source or where the research object is conducted. The primary data in this research were collected directly from respondents through questionnaires. These questionnaires were distributed to consumers who had purchased Somethinc products through the TikTok Shop application. According to Siregar (2017), secondary data is data published or used by organizations that are not the processors of the data. The secondary data in this research were obtained from documents and other relevant sources, including websites and reports discussing Somethinc products and the TikTok Shop platform.

### Population and Sample

According to Sugiyono (2022), population is defined as a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied. The population in this study includes all consumers who have made purchases of Somethinc products through TikTok Shop. Since the exact number of the population is not known, the sample size is determined using the Rao Purba formula (1996) in Sujarweni (2019). Based on the calculation using the formula, the sample size is set at 100 respondents. The sample selection criteria use purposive sampling, which is a sampling technique based on certain considerations (Sugiyono, 2022), with the following conditions: Respondents must be at least 17 years old and have made a purchase of Somethinc products through TikTok Shop.

### Research Variables and Measurement Scale

This research consists of independent and dependent variables. The independent variables in this study are Brand Image ( $X_1$ ) and Promotion ( $X_2$ ). The dependent variable is Purchase Decision ( $Y$ ). The measurement scale used in this research is the Likert Scale. According to Sugiyono (2022), it is used to measure attitudes, opinions, and perceptions of a person or group of people towards social phenomena. The answers range from strongly disagree (1) to strongly agree (5).

## Data Analysis Technique

The data analysis technique in this research is carried out through several statistical testing stages. First, instrument testing is conducted to determine the quality of the research instruments. Validity testing is performed using the Pearson Product Moment correlation method with the help of SPSS software, in which an instrument is considered valid if the correlation value is greater than 0.3 (Siregar, 2017). Next, reliability testing is conducted using Cronbach's Alpha, and an instrument is considered reliable if the alpha value is  $\geq 0.60$  (Ghozali, 2018). After the instrument is validated, classical assumption tests are carried out, including normality, linearity, and multicollinearity tests. The normality test aims to determine whether the residual in the regression model is normally distributed (Ghozali, 2018). The linearity test is conducted to ensure a linear relationship between the independent and dependent variables (Siregar, 2017), while the multicollinearity test checks whether there is a correlation between independent variables. The model is considered free from multicollinearity if the Tolerance value  $> 0.10$  and the VIF value  $< 10$  (Ghozali, 2018). The main analysis used in this study is multiple linear regression to determine how much influence the variables of brand image ( $X_1$ ) and promotion ( $X_2$ ) have on the purchase decision ( $Y$ ), using the following regression model:  $Y = a + b_1X_1 + b_2X_2$  (Siregar, 2017). Additionally, the correlation coefficient ( $R$ ) is used to measure the strength of the relationship between variables, with values ranging from 0.00 to 1.00, classified into very weak to very strong (Siregar, 2017). The coefficient of determination ( $R^2$ ) is used to determine how much the independent variables influence the dependent variable, where values closer to one indicate a greater contribution (Ghozali, 2018). Hypothesis testing includes the F test (simultaneous) to determine whether brand image and promotion simultaneously influence purchase decisions, with a significance level of 5% (Siregar, 2017), as well as the t test (partial) to measure the individual influence of each variable brand image and promotion on the purchase decision (Ghozali, 2018).

## 3. RESULTS AND DISCUSSION

### 3.1 Test Research Instruments

#### 3.1.1 Validity Test

After collecting questionnaires from respondents, a validity test is conducted to assess the extent to which the instrument is able to accurately measure the intended variables. The results of the validity test is shown in [Table 1](#).

**Table 1. Validity Test Results**

Variable	Indicators	r value	r table	Description
Brand Image (X1)	X1.1	0.258	0.194	Valid
	X1.2	0.557		
	X1.3	0.659		
	X1.4	0.650		
	X1.5	0.229		
	X1.6	0.748		
Promotion (X2)	X2.1	0.393	0.194	Valid
	X2.2	0.368		
	X2.3	0.397		
	X2.4	0.279		
	X2.5	0.443		
	X2.6	0.325		
	X2.7	0.309		
	X2.8	0.556		
Purchase Decision (Y)	Y.1	0.645	0.194	Valid
	Y.2	0.733		
	Y.3	0.714		
	Y.4	0.492		
	Y.5	0.223		
	Y.6	0.202		
	Y.7	0.534		
	Y.8	0.702		
	Y.9	0.712		
	Y.10	0.714		

Source: Processed Data, 2025

Based on [Table 1](#), it shows that the validity test on each variable statement item is valid because r value  $\geq$  r table.

#### 3.1.2 Reliability Test

The reliability test outcomes for the variables Brand Image (X1), Promotion (X2), and Purchase Decision (Y) are presented in [Table 2](#).

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Description
Brand Image (X1)	0.637	Reliable
Promotion (X2)	0.608	
Purchase Decision (Y)	0.772	

Source: Processed Data, 2025

Based on **Table 2**, it shows that Cronbach's Alpha  $> 0.60$ . So, it can be concluded that all items in the questionnaire as a measuring tool for each variable are reliable, consistent, and dependable.

## 3.2 Classic Assumption Test

### 3.2.1 Normality Test

Normality test is conducted to determine whether the data on the variables used in the study are normally distributed. This test uses the Kolmogorov-Smirnov method. The results of the normality test analysis are shown in **Table 3**.

**Table 3. Normality Test Results**

Test	Value
N (Sample)	100
Test Statistic	.052
Asymp.Sig.(2-tailed)	.200 <sup>c, d</sup>

Source: Processed Data, 2025

Based on **Table 3** shows the results of the normality test, which indicate that the Kolmogorov-Smirnov test is significant at 0.200. The result is  $> 0.05$ , which means that the residual values are normally distributed.

### 3.2.2 Linearity Test

Linearity test is used to see whether the model specifications used are valid or not. The calculation results for each variable can be seen in **Table 4**.

**Table 4. Result of Linearity**

Variable	Deviation from Linearity	Description
Purchase Decision * Brand Image	0.107	Linear
Purchase Decision * Promotion	0.396	

Source: Processed Data, 2025

Based on **Table 4**, the deviation value from linearity  $> 0.05$ , indicating that there is a linear relationship between the independent and dependent variables.

### 3.2.3 Multicollinearity Test

Multicollinearity test is conducted to assess the relationship between independent variables. The indicators used include Variance Inflation Factor (VIF) and tolerance values. The model is declared free of multicollinearity if the tolerance value is greater than 0.10 or the VIF is less than 10. The test results are presented in **Table 5**.

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF
Brand Image	.503	1.989
Promotion	.503	1.989
Dependent Variable Purchase Decision		

Source: Processed Data, 2025

Based on **Table 5**, it can be seen that the tolerance value of each variable is  $> 0.10$  and  $VIF < 10$ . It can be concluded that the regression model does not show symptoms of multicollinearity. This indicates that the two independent variables (Brand Image and Promotion) are suitable for use in multiple linear regression analysis because they do not influence each other linearly or excessively.

## 3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the influence of independent variables on dependent variables, conducted on 100 respondents. The following is **Table 6** Multiple Linear Regression Analysis:

**Table 6. Multiple Linear Regression Analysis Results**

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.413	4.391	.000
Brand Image	.370	3.680	.000
Promotion	.314	3.199	.002

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on **Table 6**, the multiple linear regression equation can be seen as follows:

$$Y = 1.413 + 0.370 X_1 + 0.314 X_2$$

The multiple linear regression equation can be explained as follows:

- The constant value is positive, at 1.413, indicating that if the variables (X1 and X2) are zero, the value of the dependent variable (Y) is 1.413. This means that even though there is no influence from the three dependent variables, there is still a base value of 1.413 for the Y variable.
- The regression coefficient for variable X1 is 0.370, indicating that every 1-unit increase in variable X1 will increase the value of variable Y by 0.370, assuming all other variables remain constant. This indicates that variable X1 has a positive influence on variable Y.
- The regression coefficient for variable X2 is 0.314, indicating that every 1-unit increase in variable X2 will increase the value of variable Y by 0.314, assuming all other variables remain constant. This indicates that variable X2 has a positive influence on variable Y.

### 3.4 Correlation Coefficient Analysis (R)

Correlation analysis is conducted to test associative hypotheses, namely the relationship between variables in a population through data on the relationship between variables in a sample. The results of the correlation coefficient test can be seen in the following **Table 7**.

**Table 7. Correlation Coefficient Test Results (R)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673 <sup>a</sup>	.453	.442	.27987

Predictors: (Constant), Promotion, Brand Image

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on **Table 7**, it can be seen that the R value (correlation) obtained is 0.673. This value is between 0.60 and 0.799. This means that there is a strong positive relationship between Brand Image (X1) and Promotion (X2) on Purchase Decision (Y). Therefore, it can be concluded that, overall, there is a strong relationship between the three independent variables (X) and the dependent variable (Y). This relationship is positive, meaning that if one or more independent variables increase, it will be followed by an increase in Purchase Decision.

### 3.5 Analysis of the Coefficient of Determination R<sup>2</sup>

The results of the coefficient of determination (R<sup>2</sup>) test can be seen in **Table 7**, which states that the coefficient of determination (R<sup>2</sup>) or R square obtained is 0.453. This means that 45.3% (1 × 0.453 × 100%) of the variation in the Purchase Decision variable (Y) can be explained by the Brand Image variable (X1) and Promotion variable (X2) simultaneously. The remaining 54.7% is explained by other factors not investigated in this study. Thus, it can be concluded that this regression model has sufficient ability to explain the dependent variable, but there are still other factors outside the model that influence Purchase Decision.

### 3.6 Simultaneous Test (F Test)

Simultaneous influence test is used to determine whether independent variables together influence the dependent variable. The results of the simultaneous test (F test) can be seen in the following **Table 8**.

**Table 8. Simultaneous Test Results (F Test)**

Model	Sum of Squares	Mean Square	F	Significance
Regression	6.289	3.145	40.147	.000 <sup>b</sup>
Residual	7.598	.078		

Dependent Variable: Purchase Decision

Predictors: (Constant), Promotion, Brand Image

Source: Processed Data, 2025

Based on the F-test results in **Table 8**, the calculated F value is 40.147 with a significance level of 0.000 < 0.05. This indicates that there is a statistically significant influence between the Brand Image (X1) and Promotion (X2) variables on

Purchase Decision (Y) simultaneously. It can be concluded that there is a significant simultaneous influence between the independent variables and the dependent variable, as the significance level is less than 0.05, so the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected.

### 3.7 Partial Test (t Test)

This T-test is conducted to determine the influence of each independent variable or partially on the dependent variable. The results of the partial test (T-test) can be seen in the following **Table 9**.

**Table 9. Partial Test Results (t Test)**

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.413	4.391	.000
Brand Image	.370	3.680	.000
Promotion	.314	3.199	.002

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on **Table 9**, it can be seen that the partial effect test (t-test) produced sig values that can be interpreted as follows:

- The calculated t-value for the Brand Image variable (X1) is 3.680 with a significance level of  $0.000 < 0.05$ . This means that Brand Image influences Purchase Decision. Therefore, the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected. Brand Image has a significant influence on Purchase Decision.
- The calculated t-value for the Promotion variable (X2) is 3.199 with a significance level of  $0.002 < 0.05$ , indicating that Promotion influences Purchase Decision. Therefore, the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected. Promotion also has a significant influence on Purchase Decision.

## DISCUSSION

### The Influence of Brand Image on Purchase Decision

The results of the partial regression analysis show that the Brand Image variable has a significant influence on Purchase Decision, with a t-value of 3.680 and a significance level of  $0.000 (< 0.05)$ . This indicates that a positive perception of brand image plays an important role in encouraging consumers to make a purchase. Somethinc is recognized as a local brand with a strong positioning in the active skincare category, particularly due to its consistent approach to product quality, ingredient safety, and branding that is simple yet appealing. This image is shaped not merely through promotional efforts, but also through consumers' direct experiences with product performance, authentic reviews on social media, and visual packaging that aligns with the tastes of its target market. This is supported by previous research conducted by Febriani & Sudarwanto (2023), Permatasari & Marlana (2024), and Nurvita & Saputro (2024), all of which concluded that Brand Image has a positive and significant effect on the purchase decision of Somethinc products.

### The Influence of Promotion on Purchase Decision

The results of the partial regression analysis also show that the Promotion variable has a significant influence on Purchase Decision, with a t-value of 3.199 and a significance level of  $0.002 (< 0.05)$ . This suggests that the promotional strategies implemented whether through social media, digital content, or collaborations with influencers effectively influence consumer behavior. The promotional approach is highly adapted to digital shopping behavior, especially through active campaigns on TikTok and regular collaborations with content creators whose audience base aligns with the brand's target market. These promotional strategies are not limited to price discounts or product bundling, but also include educational activities presented in an accessible format, such as brief videos explaining active ingredients and usage instructions. This is in line with research findings from Sukmawati et al. (2022), Lina & Sitohang (2023), and Yulis et al. (2025), who found that promotional activities particularly through the TikTok platform have a positive and significant impact on purchase decisions for Somethinc skincare products.

## 4. CONCLUSION

This study aims to examine the influence of brand image and promotion on consumer purchasing decisions for Somethinc products through the TikTok Shop platform. The multiple linear regression model used in this research produced the equation  $Y = 1.413 + 0.370X_1 + 0.314X_2$ , with a correlation coefficient of 0.673 between the independent variables and purchasing decisions, indicating a strong relationship. The coefficient of determination ( $R^2$ ) was 0.453, suggesting that nearly half of the variation in purchasing decisions can be explained by brand image and promotion, while the remaining 54.7% is influenced by other factors not included in the model. Simultaneously, both variables were found to significantly affect purchasing decisions ( $F = 40.147$ ; sig. = 0.000). Partial tests confirmed these findings, showing that brand image ( $t = 3.680$ ; sig. = 0.000) and promotion ( $t = 3.199$ ; sig. = 0.002) each had a positive and significant influence on consumer decisions.

A strong and consistent brand image, along with adaptive digital promotion through TikTok, proved effective in stimulating consumer interest in purchasing. Based on these findings, it is recommended that the company maintain and strengthen its brand identity and continue implementing social media-based promotional strategies that align with the behavior of digital consumers, particularly younger generations. This study is limited in scope to a single platform and only two independent variables. Future research is encouraged to explore other variables such as service quality, pricing, and brand trust, as well as to extend the context to other e-commerce platforms like Shopee or Tokopedia to gain a more comprehensive understanding of consumer purchasing behavior in the local skincare industry.

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